

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 113908

R 212142Z JUN 74

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 3391

USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 09933

E.O. 11652: N/A

TAGS: BEXP, ETRD, GW

SUBJ: PROPOSED FY 76 EVENT SCHEDULE

REF: A. STATE A-3802; B. BONN 4037

1. WHILE FULLY APPRECIATIVE OF THE RESOURCE LIMITATIONS THAT PERMIT ONLY ONE SHOW TO BE SCHEDULED IN FY 76, WE WISH TO EXPRESS OUR DISAPPOINTMENT AS WE DID LAST YEAR AT THE CONTINUALLY DIMINISHING RESOURCES THAT COMMERCE IS ABLE TO DEVOTE TO PARTICIPATION IN TRADE FAIRS IN GERMANY.

WE CAN ONLY HOPE THAT THIS SITUATION WILL CHANGE IN THE FORESEEABLE FUTURE SO THAT WE CAN TAKE FULLER ADVANTAGE OF THE TRADE OPPORTUNITIES PRESENTED BY THE SUBSTANTIAL NUMBER OF IMPORTANT INTERNATIONAL TRADE FAIRS HELD IN GERMANY.

2. WE HAVE NO QUARREL, OF COURSE, WITH THE SELECTION OF SYSTEMS '75 AS OUR SHOW OF THE YEAR AND INCLUSION OF AN IN-STORE PROMOTION. IN ADDITION, WE WOULD LIKE TO SUGGEST A NUMBER OF OTHER EVENTS WHICH COMMERCE MAY FIND

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FEASIBLE TO SUPPORT:

A: ACHEMA, JUNE 1976, FRANKFURT. WE HAVE PARTICIPATED PREVIOUSLY IN THIS SHOW, AND WHILE WE EXPERIENCED SOME PROBLEMS REGARDING SPACE ALLOCATION, IT HAS PROVEN TO BE AN EXCELLENT VEHICLE FOR THE SALE OF U.S. LABORATORY AND PROCESS CONTROL INSTRUMENTATION. WE STRONGLY RECOMMEND THAT A CATALOG SHOW BE CONSIDERED FOR THIS FAIR. IF FUNDS WERE AVAILABLE, WE WOULD SUPPORT A TYPE IV PROMOTION AT ACHEMA.

B. GERMAN INTERNATIONAL BOAT SHOW, HAMBURG, OCTOBER 1975. WE BELIEVE THAT A CATALOG SHOW AT THIS FAIR WOULD ENABLE US TO TAKE ADVANTAGE OF THE RAPIDLY GROWING INTEREST IN LEISURE BOATING IN GERMANY AND IN SCANDANAVIA. LAST YEAR, 33 US FIRMS PARTICIPATED IN THIS EVENT, BUT IT IS OUR UNDERSTANDING THAT THERE IS A CONSIDERABLY LARGER UNIVERSE OF AMERICAN LEISURE BOAT MANUFACTURERS THAT MIGHT BE INTERESTED IN HAVING ITS CATALOGS DISPLAYED AT AN INTERNATIONAL FAIR IN GERMANY. THE FAIR ATTRACTS LARGE NUMBERS OF POTENTIAL BUYERS NOT ONLY FROM GERMANY BUT FROM SCANDANAVIA AS WELL, WHICH SHOULD PROVIDE A VERY WIDE AUDIENCE FOR US FIRMS WHOSE CATALOGS ARE DISPLAYED. WE ALSO UNDERSTAND THAT OTHER COUNTRIES HAVE USED THE CATALOG DISPLAY DEVICE TO GOOD ADVANTAGE AT BOAT SHOWS IN GERMANY, E.G. THE DUTCH AT THE DUSSELDORF BOAT SHOW WHICH WILL TAKE PLACE IN JANUARY 1976. (THE DUSSELDORF SHOW COULD BE CONSIDERED AS AN ALTERNATIVE TO THE ONE IN HAMBURG FOR A CATALOG DISPLAY--IT IS ABOUT THE SAME SIZE BUT DOES NOT ATTRACT AS MUCH OF A SCANDANAVIAN AUDIENCE.)

C. HANNOVER FAIR, APRIL/MAY 1976. THIS GENERAL INTEREST FAIR, ONE OF THE LARGEST OF ITS TYPE IN THE WORLD, ATTRACTS A SOPHISTICATED BUSINESS AUDIENCE. WE INTEND TO LOOK INTO THE POSSIBILITY OF HAVING A US INFORMATION BOOTH AT THE FAIR WHICH WOULD HAVE AS ITS PRIMARY FUNCTION PROVIDING INFORMATION TO GERMAN BUSINESS MEN ON INVESTING IN THE USA AND OBTAINING LEADS FOR THE STATE DEVELOPMENT AGENCIES. IN DEVELOPING THIS PARTICIPATION, WE WOULD TRY TO OBTAIN THE ACTIVE SUPPORT OF THE

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AMERICAN CHAMBER OF COMMERCE IN GERMANY, NASDA AND THE INDIVIDUAL STATE AGENCIES W/LTH OFFICES IN EUROPE. THE INFORMATION BOOTH WOULD INCLUDE LITERATURE SUPPLIED BY THE STATES IN SUPPORT OF THEIR EFFORTS TO ATTRACT OVERSEAS INVESTMENT. SINCE THE BOOTH WILL BE MANNED BY A POST OFFICER, INFORMATION ABOUT OUR USUAL COMMERCIAL SERVICES WILL ALSO BE AVAILABLE TO INTERESTED BUSINESSMEN. THE INFORMATION BOOTH WOULD BE CENTRALLY LOCATED

AT THE INTERNATIONAL HALL WHERE AMERICAN STATE AGENCIES
HAVE HAD THEIR OFFICES IN THE PAST, IF THIS SPACE IS
AVAILABLE.

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D. THE MISSION IN BERLIN RECOMMENDS THAT THE DEPART-
MENT CONSIDER SPONSORING A CATALOG EXHIBITION AT THE
"INTERNATIONAL RADIO AND TELEVISION EXHIBITION 1975"
(FUNKAUSSTELLUNG) BECAUSE OF ITS COMMERCIAL POTENTIAL.
THIS IMPORTANT FAIR IN THE RADIO AND TELEVISION INDUSTRY
IS SCHEDULED TO BE HELD FROM AUGUST 29 THROUGH SEPTEMBER
7, 1975. THE MISSION CONTINUES TO RECOMMEND AGAINST A
FULL BLOWN U.S. GOVERNMENT EXHIBIT (SEE BERLIN'S A 222,
SEPTEMBER 24, 1973), BUT BELIEVES THAT A CATALOG SHOW
WOULD PERMIT U.S. FIRMS WHO ARE NOT THEMSELVES EXHIBITING
TO BENEFIT FROM THE PRESENCE IN BERLIN OF THE NUMEROUS
BUYERS WHO ATTEND THIS EVENT. THE FAIR MANAGEMENT IS
WILLING TO PROVIDE THE MISSION WITH SUITABLE EXHIBITION
SPACE (1,000 SQ. FT.) WITHOUT CHARGE, PROVIDED THAT IT IS

INFORMED ABOUT THE MISSION'S AREA REQUIREMENTS FIVE MONTHS PRIOR TO THE BEGINNING OF THE FUNKAUSSTELLUNG. SINCE ALL AVAILABLE SPACE FOR THE FAIR IS BOOKED MONTHS BEFORE THE DEADLINE FOR FILING APPLICATIONS, COMMERCE'S EARLY REACTION TO THIS PROPOSAL IS SOLICITED.

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3. AS INDICATED IN REF. B, MANY SHOUS THAT MIGHT LEND THEMSELVES TO SOME FORM OF US PARTICIPATION ARE HELD EIATHER JUST BEFORE OR AFTER THE 1976 FISCAL YEAR. WE HAVE JUST LEARNED, FOR EXAMPLE, THAT LASERS WILL BE HELD IN JUNE 1975 INSTEAD OF IN THE FALL AS WE HAD PREVIOUSLY ANTICIPATED.

4. ACTION REQUESTED: COMMERCE'S VIEWS ON THE EVENTS PROPOSED ABOVE WOULD BE WELCOMED. HILLENBRAND

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